

## **SALES SKILLS: ADVANCED**

**DAYS OF TRAINING:** 1

**PREREQUISITES:** Sales Skills: Basic or equivalent knowledge

### **GAINING CUSTOMER COMMITMENT**

Building relationships

Demonstrating the need

Satisfying the need

### **STUDYING THE MARKET**

Sales strategies

Analyzing markets and competitors

Researching clients

### **DEVELOPING A WINNING STRATEGY**

Consulting with clients

Developing solutions

### **EFFECTIVELY CLOSING A SALE**

Demonstrating the benefits

Confirming commitment

Closing the sale and following up

**A-CERTIF LTD™ 2008**

Fleming House, 5 Fleming Road, Kirkton Campus, Livingston, Scotland, UK. Tel +44(0)845-351-0071 Fax: 01506-407-088 Website: [www.a-certif.uk.com](http://www.a-certif.uk.com) Email: [contact@a-certif.uk.com](mailto:contact@a-certif.uk.com)